July 10, 1985

Claude:

As you know the Leo Burnett 50th Anniversary is coming up in August. As the attached explains, we're co-oping with all Leo Burnett clients on an ad that will appear in several publications including Ad Age.

The Ad Age representative, however, implied to Thomps that in fact several Burnett clients were running their own ads independent of our co-op effort. That sounded a bit like a "salesman talking" and I asked Jim to press Ad Age to find out specifically how many and which Leo Burnett clients were actually running independent ads. Since Jim is on vacation, and I'm on my way to London, would you please follow up on this and let Bill Campbell know the results of your inquiries.

Thanks.

FMZ

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Source: https://www.industrydocuments.ucsf.edu/docs/kpyn0004